



News Room

RHB BANK CELEBRATES 100TH BIRTHDAY IN 2013!

Kuala Lumpur, 23 November 2012 – The RHB Banking Group will be celebrating its 100th year anniversary on 15 July 2013. Today's launch officially kick-starts a series of year-long events and activities to commemorate and celebrate the group's century-old presence in the financial services industry.



On 15 July 1913, The Kwong Yik Banking Corporation Limited was incorporated. It was Malaya's first local bank and was founded by a group of prominent members of the Chinese community led by Wong Loke Yew.



In 1966, Development and Commercial Bank Berhad (DCB) was established by then Finance Minister, Tun Sir Henry HS Lee, and it grew to be the fifth largest bank in Malaysia. When Kwong Yik Bank merged with DCB in 1997 to form RHB Bank Berhad, it became a leading player in the banking industry in Malaysia.



RHB Bank further consolidated its position as a premier financial institution in the country when it merged with Sime Bank Berhad in 1999. Sime Bank had its origins with Malaysia's first commercial bank, United Malayan Banking Corporation (UMBC) which was incorporated in 1959. By the time of its integration into Sime Darby in 1996, UMBC was the fourth largest financial institution in the country.



In 2003, RHB Bank Berhad's merger with Bank Utama Berhad, which was incorporated in 1976, resulted in a holistic financial services entity, the RHB Banking Group.

Tan Sri Azlan Zainol, Chairman, RHB Bank Berhad, said, "We have achieved so much, but the determination to keep growing has not faded; it, in fact, surges on and we are raring to move forward more than ever now. From a small bank, we have grown into a sizeable banking Group through a series of rapid expansion and strategic mergers. Within a century of presence in this country, the RHB Banking Group has emerged to become a meaningful player in the local banking industry both locally and regionally." He also credited the group's success today to the dedication and hard work of its Senior Management team and employees.

With the recently completed acquisition of OSK Investment Bank Berhad, the RHB Banking Group is set to become the country's largest investment bank by asset value. Regionally, it now has presence in Singapore, Hong Kong (with a representative office in China), Indonesia, Thailand, Cambodia, Brunei and Vietnam.

To mark the start of the centennial celebration, Tan Sri Azlan Zainol today revealed the 100th-year celebration logo and introduced RHB's new set of Core Values – P.R.I.D.E – Professional, Respect, Integrity, Dynamic and Excellence. They are the core ingredients to ensure that the Group consistently delivers the best when it comes to meeting its customers' expectations and needs.

"We hope that this new set of Core Values will take us to another level; to go through a transition from what we have done in the last 100 years to where we can go in the next century. In essence, this is about driving further growth and being able to deliver more to our customers, business partners, shareholders and employees in our journey forward," Tan Sri Azlan further remarked.

In conjunction with the 100th year celebration, RHB will be launching several promotional product campaigns such as *Spend with RHB Cards and Drive off with the brand new Volkswagen - The Beetle campaign, 100 days interest-free home loan campaign, RHB Now – RHB PayPal Send Money and Win campaign and I Love RHB Now campaign.*



YBhg. Dato' Mohamed Khadar Merican, Chairman of RHB Capital Berhad (5th from left), YBhg, Tan Sri Azlan Zainol, Chairman of RHB Bank Berhad (5th from right), Board of Directors and Senior Management of the RHB Banking Group at the RHB Banking Group's 100th Years Celebration.

Issued by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Mahanum Shariff at 03-2333 8441 or e-mail to mahanum.shariff@rhb.com.my

About the RHB Banking Group

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia by total assets. The Group's core businesses are streamlined into seven Strategic Business Groups (SBGs): Retail Banking, Business Banking, Group Transaction Banking, Corporate & Investment Banking, Islamic Banking, Global Financial Banking and Group Treasury. These businesses are offered through its main subsidiaries - RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's Global Financial Banking Division includes commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan as well as a representative office in Vietnam. It is the RHB Banking Group's aspiration to establish itself as a leading multinational financial services group. The Group distinguishes itself from other industry players through leveraging private and public sector relationships as well as enhancing network and touch points. The Group has more than 2,872 customer touch points in the countries in which it operates.